WHAT IS CLAIMED IS:

1   1.   A banner advertisement forming apparatus to be connected via a
2   network to a banner advertisement managing apparatus, comprising:

3   banner advertisement forming information accepting means for
4   accepting banner advertisement forming information required to form a
5   banner advertisement from said banner advertisement managing
6   apparatus; and

7   storage means for storing thereinto the accepted banner
8   advertisement forming information.

1   2.   A banner advertisement forming apparatus as claimed in claim 1
2   wherein:

3   said banner advertisement forming information contains:
4   character information to be displayed in the banner
5   advertisement; and

6   image information to be displayed in the banner advertisement.

1   3.   A banner advertisement forming apparatus as claimed in claim 2
2   wherein:

3   said banner advertisement forming information further contains:
4   arrangement information related to an arrangement relationship
5   between said character information and said image information within

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6   the banner advertisement;

7   information related to a method of displaying said character

8   information; and

9   information related to an outer shape of the banner advertisement

10   and a color thereof.

1   4.   A banner advertisement forming apparatus as claimed in claim 1

2   wherein:

3   said banner advertisement forming apparatus is further

4   comprised of:

5   banner advertisement identification information accepting means

6   for accepting banner advertisement identification information used to

7   identify said banner advertisement forming information from said banner

8   advertisement managing apparatus; and

9   said storage means stores thereinto the accepted banner

10   advertisement identification information in relation to said banner

11   advertisement forming information.

1   5.   A banner advertisement forming apparatus as claimed in claim 1,

2   further comprising:

3   banner advertisement forming command accepting means for

4   accepting a banner advertisement forming command; and

5   banner advertisement forming means for forming a banner

6   advertisement based upon the banner advertisement forming information

7   stored in the storage means upon receipt of the banner advertisement

8   forming command.

1   6.   A banner advertisement forming apparatus as claimed in claim 4,
2   further comprising:

3   banner advertisement forming command accepting means for
4   accepting a banner advertisement forming command containing the
5   banner advertisement identification information; and

6   banner advertisement forming means for forming a banner
7   advertisement based upon banner advertisement forming information
8   which is stored into the storage means in relation to the banner
9   advertisement identification information contained in the banner
10   advertisement forming command upon receipt of said banner
11   advertisement forming command.

1   7.   A banner advertisement forming apparatus for forming a banner
2   advertisement displayed on a banner advertisement viewing apparatus to
3   be connected thereto via a network, comprising:

4   banner advertisement forming information storage means for
5   storing thereinto banner advertisement forming information required to
6   form the banner advertisement in relation to banner advertisement
7   identification information used to identify said banner advertisement
8   forming information;

9   personal information/attribute storage means for storing
10   thereinto personal information and an attribute in relation to each other;

11   attribute/identification information storage means for storing

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12 thereinto said attribute and said banner advertisement identification

13 information in relation to each other;

14   personal information accepting means for accepting personal

15 information of a user using said banner advertisement viewing

16 apparatus; and

17   banner advertisement forming means for forming a banner

18 advertisement based upon banner advertisement forming information in

19 such a manner that upon receipt of the personal information, an attribute

20 related to said accepted personal information is extracted; banner

21 advertisement identification information related to the extracted attribute

22 is extracted; and said banner advertisement forming information is

23 related to the extracted banner advertisement identification information.

1   8.   A banner advertisement forming apparatus as claimed in claim 7

2   wherein:

3   said attribute/identification information storage means stores

4   thereinto said attribute identification information upon receipt of

5   information for relating said attribute to said banner advertisement

6   identification information from a banner advertisement managing

7   apparatus connected thereto via a network.

1   9.   A banner advertisement forming apparatus as claimed in claim 7,

2   or 8 wherein:

3   said personal information accepting means prompts a user using

4   said banner advertisement viewing apparatus to enter the personal

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5   information, and accepts the entered personal information.

1   10.   A banner advertisement forming method executed in a banner

2   advertisement forming apparatus to be connected via a network to a

3   banner advertisement managing apparatus, comprising:

4   a banner advertisement forming information accepting process for

5   accepting banner advertisement forming information required to form a

6   banner advertisement from said banner advertisement managing

7   apparatus;

8   a storage process for storing thereinto the accepted banner

9   advertisement forming information;

10   a banner advertisement forming command accepting process for

11   accepting a banner advertisement forming command; and

12   a banner advertisement forming process for forming a banner

13   advertisement based upon the banner advertisement forming information

14   stored in the storage means upon receipt of the banner advertisement

15   forming command.

1   11.   A method for forming a banner advertisement displayed on a

2   banner advertisement viewing apparatus to be connected via a network,

3   comprising:

4   a banner advertisement forming information storage process for

5   storing thereinto banner advertisement forming information required to

6   form the banner advertisement in relation to banner advertisement

7   identification information used to identify said banner advertisement

8   forming information;

9   a personal information/attribute storage process for storing
10 thereinto personal information and an attribute in relation to each other;

11   an attribute/identification information storage process for storing
12 thereinto said attribute and said banner advertisement identification
13 information in relation to each other;

14   a personal information accepting process for accepting personal
15 information of a user using said banner advertisement viewing
16 apparatus; and

17   a banner advertisement forming process for forming a banner
18 advertisement based upon banner advertisement forming information in
19 such a manner that upon receipt of the personal information, an attribute
20 related to said accepted personal information is extracted; banner
21 advertisement identification information related to the extracted attribute
22 is extracted; and said banner advertisement forming information is
23 related to the extracted banner advertisement identification information.

1   12.   A program for causing a computer to function as a banner
2   advertisement forming apparatus to be connected via a network to a
3   banner advertisement managing apparatus, wherein:

4   banner advertisement forming information accepting means for
5   accepting banner advertisement forming information required to form a
6   banner advertisement from said banner advertisement managing
7   apparatus; and

8   storage means for storing thereinto the accepted banner

9   advertisement forming information are constituted on said computer.

1   13.   A program for forming a banner advertisement to be displayed on
2   a banner advertisement viewing apparatus to be connected via a network,
3   wherein:

4   banner advertisement forming information storage means for
5   storing thereinto banner advertisement forming information required to
6   form the banner advertisement in relation to banner advertisement
7   identification information used to identify said banner advertisement
8   forming information;

9   personal   information/attribute   storage   means   for   storing
10   thereinto personal information and an attribute in relation to each other;

11   attribute/identification   information   storage   means   for   storing
12   thereinto said attribute and said banner advertisement identification
13   information in relation to each other;

14   personal   information   accepting   means   for   accepting   personal
15   information of a user using said banner advertisement viewing
16   apparatus; and

17   banner   advertisement   forming   means   for   forming   a   banner
18   advertisement based upon banner advertisement forming information in
19   such a manner that upon receipt of the personal information, an attribute
20   related to said accepted personal information is extracted; banner
21   advertisement identification information related to the extracted attribute
22   is extracted; and said banner advertisement forming information is
23   related to the extracted banner advertisement identification information,

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24   are constituted on a computer.